LA FASHION DISTRICT

COMMUNICATIONS PLAN



- Communication Objectives
- Analysis: Strengths, Weaknesses, Opportunities, Threats
 - Brand Opportunities



authentic, and devrable – atimulating economic development by increasing dwell time and expe



WEAKNESSES





What do you do well? What · Location location location -

- Diversity: A colorful community · Wallability - one of LAV most

night life. Gritty, at tirees, to a fault

Activate the neighborhood with

Acred by the steries of the Think like a neighborhood -

What is your competition doing Discointed afforts don't

Other districts seem to know

and amplify their strengths.

Historic buildings and real Increasing number of more spaceto retail, hotels, and

A hub of creative and design

· Telephad, influential tasto



HISTORIC

ESSENCE

Honoring our heritage and history. We have a story to tell AND we're ready for a new chapter.

WHAT WE CAN DO TO AMPLIFY IT Discover and feature hidden gems – those halowed reighborhood haunts that have

- beloved neighborhood haunts that have survived the test of time.

 Generate excitement about the potential of
 - this historic neighborhood with today's consumers/businesspeople/investors/ residents.
- Commit to telling stories that incorporate both old and new, then and now into the narrative.



ECLECTIC

ESSENCE

The color of the city comes alive everywhere you look. We are the most colorful place in LA.

WHAT WE CAN DO TO AMPLIFY IT

- Reinforce the idea that one size does not fit all there are multiple ways to engage and be entertained in the LA Fashion District.
- Embrace diversity of thought, ideas, perspectives, and styles through events, programming, and happenings.
- Introduce and leverage the refreshed brand identity as an expression of the district's color and vibrance.







INVITING

ESSENCE

We are always open and always on. Come and stay for a while...there's planty to see and do.

WHAT WE CAN DO TO AMPLIFY IT

 Feature stories that connect people to the possibilities for fun, adventure, and creativity within the district.

- Help facilitate targeted visits for industry, convention and event business, brokers, and consumer groups (DIYers, fashionistas, aspiring designers, history enthusiasts).
- · Adopt an ethos of "we're open for business."



FASHIONABLE

ESSENCE

LA's Fashion District. Design it. Make it. Discover it. Buy it. Wear it.

WHAT WE CAN DO TO AMPLIFY IT Events and happenings that set'frends and amplify and support the BID mission.

- Connect new offerings (hotels, restaurants, public art,
- etc.) to the broader fashion message from fads to neighborhood institutions.
- Showcase the completeness of LA's "fashionable district" telling stories from the works of fashion, art, design, creativity, floral, events, and more.



CONNECTED

ESSENCE

When we work together, live together, create together, we realize our potential as a place, a neighborhood, a district.

WHAT WE CAN DO TO AMPLIEV IT

- Connect the community of creators and makers who live, work, and visit the district. · Reinforce the Feshion District's ease of access and
- continue to work to establish more transit solutions to restaurants, services, and creative resources. Establish familiarity with the neighborhood's streets, walkways, alleys to connect people to offerings.

